

FY2015 CHNA&HIP Progress Report

Dickinson County

Community Health Improvement Plan

GOAL	Strategies	Progress on Strategies
To become an Iowa Healthy Community	Educate public on CHNA/HIP and encourage collaborative efforts in the county to become healthy communities.	Spirit Lake was informed in March that we became the second smallest community to achieve Blue Zones Project Certification!! With the help of community members we were able to achieve the designation. To share a few examples: Spirit Lake schools began a K-8 Healthy Snack cart program that encouraged smart snack choices. Fresh fruit and vegetable consumption increased by 25%. 11 employers became official BZ worksites and reported a 30% increase in productivity. Purpose moais helped people discover their gifts and deepen their sense of purpose. New city policies paved the way for healthy eating via Farmers Markets and Community Gardens. The city invested \$1.2 million since 2012 to upgrade Memorial Park with a new shelter house, Splash Pad and playground equipment. One of our restaurants now offers a half sandwich option which represents 1/3 of their lunch sales. The restaurants that are certified offer at least three healthy main dishes and promote healthy side dishes. The team will continue to meet to sustain our plan and add other healthy options. Research shows people living in Blue Zones areas live twelve more good years than U.S. Citizens.

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Continue with #1.	Provide low rate screenings for a period of time each year, like scans and health profiles.	Lakes Regional Healthcare and Bedell YMCA have partnered to offer personal wellness assessments to local businesses. A Wellness Assessment can be done online with the Blue Zones Project for free. The hospital, LRH, continues to do competitively priced Peripheral Arterial Testing through Lakes Regional Healthcare with 48 adults participating. Lakes Regional Healthcare Foundation has designated money for underserved women in Dickinson County to receive mammograms. Businesses such as the hospital offer no fee blood panels with participation in Wellness program.

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Continue with #1.	Dietician can be used to provide healthy nutritional in-services.	Hy-Vee grocery store had a fulltime dietician, who was active on the Blue Zones community. She assisted Hy-Vee in obtaining three Blue Zone designations: grocery store, restaurant and worksite. She worked with the community on special dietary needs and special cooking classes. The hospital dietician has provided community education in county preschools, schools and mental health coalition. One particular presentation was to 9th grade health classes about the importance of nutrition for physical & mental health. They had the opportunity to try strange fruit & vegetables like Dragon Fruit, Persimmon, Rambutan, Mango, Papaya, Buddha's hand, purple carrots, purple potatoes, kale chips, etc. The Optifast program for adult weight loss continues. The five people who participated in 2014 had an average weight loss of 40 lbs., 3 went on to lose more weight, with one participant losing 100 pounds. In 2015, 3 people had an average of 38 lb. weight loss. Weight loss counseling is not covered by private insurance or Medicaid, so the cost can be prohibitive. Some of the biggest changes seen by dieticians in our county are people are willing to learn and to talk about nutrition issues.

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Continue with #1.	Do assessment testing. To include schools and businesses.	Lakes Regional Healthcare and Bedell YMCA have developed personal wellness tools that they are able to take to schools and businesses. During the past year they have done Health Risk Assessments with a large international company, Lakes Regional Hospital, a resort, a large car dealership, YMCA staff and "Finding a Healthier You Class" with 491 people served. Pure Fishing, another employer, has utilized tools through their parent company.

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Continue with #1.	Hold FAN (Fitness-Attitude-Nutrition Camp) at Camp Foster.	This project did not carry forward after one year.

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Continue with #1.	Scholarships offered by the YMCA for people that cannot afford programs and camp.	An annual fundraising campaign is held by Bedell YMCA to provide assistance to individuals or families who could not otherwise be able to participate. Scholarships are offered for individuals and families. This could include YMCA memberships or scholarships for soccer or Camp Foster. In the past year (Social Responsibility), scholarships have helped 900 families receive \$130,000 in financial assistance. The "Splash" program provides free swimming lessons for all 3rd graders. All 4th graders receive free membership to the YMCA. Portion of these funds support the mentoring program, Kinship, and Special Olympics.

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Continue with #1.	Local radio station, KUOO to help get messages out to the communities with PSA's and interviews of people promoting Wellness.	KUOO has been a supporter of the Wellness efforts in our county through PSA's and interviews. During 2015, they have started "Healthy Okoboji" at exploreokoboji.com which has weekly Wellness from our local hospital, Hy-Vee Healthy Bite, YMCA Workout, Blue Zones Project updates and soon, Trails & Parks will be added. We also utilize the Lakes News Shopper and Lakes TV station. Social media: Facebook and Twitter is utilized. With our Blue Zone initiative, many people have heard the message and pledged to make changes in their life on their website.

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Continue with #1.	Seasons Center for Behavioral Health to assist in education on Mental Health Services.	Seasons Center, a behavioral health facility, with offices in Dickinson County has been designated as integrated health homes for chronic mental illness for pediatric and adult clients which includes care coordination and peer support. They provide emergency services for mental health issues in our county. This strategy was initially suggested due to the county suicide rate. The total number of suicides from 2009-2013 for Dickinson County has been 12 intentional self-harm deaths. Seasons Center is also assessing crisis beds and stabilization needs.